

National Strategic Plans for Promotion of Physical Activity

Russell R. Pate, PhD
Arnold School of Public Health
University of South Carolina



UNIVERSITY OF
SOUTH CAROLINA

Outline

- Worldwide Efforts
- Development of the U.S. NPAP
- Organization and Content of the Plan
- Current Activities of NPAP Alliance

What is a Physical Activity Plan?

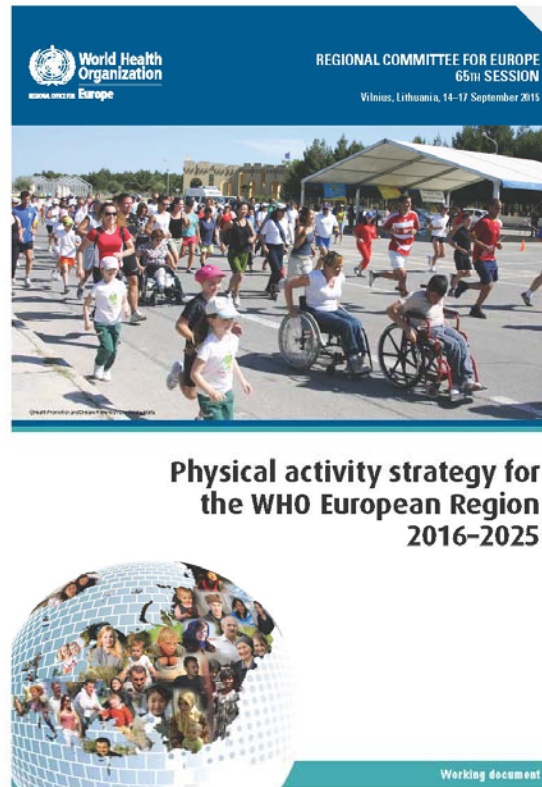
- A comprehensive set of strategies including policies, practices, and initiatives aimed at increasing physical activity in all segments of the population.

Agita Mundo Network

- Stimulate research, encourage the dissemination of information on the health benefits of physical activity and effective strategies to increase the level of physical activity.
- Defend physical activity and health, and support for national and regional development programs and physical activity promotion networks.



World Health Organization – European Region



Physical activity strategy for the WHO European Region 2016-2025

World Health Organization – European Region

- **Mission:** The physical activity strategy aims to inspire governments and stakeholders to work towards increasing the level of physical activity among all citizens of the European Region by:
 - promoting physical activity and reducing sedentary behaviors
 - ensuring an enabling environment that supports physical activity through engaging and safe built environments, accessible public spaces and infrastructure;
 - providing equal opportunities for physical activity regardless of gender, age, income, education, ethnicity or disability; and
 - removing barriers to and facilitating physical activity.

Ireland



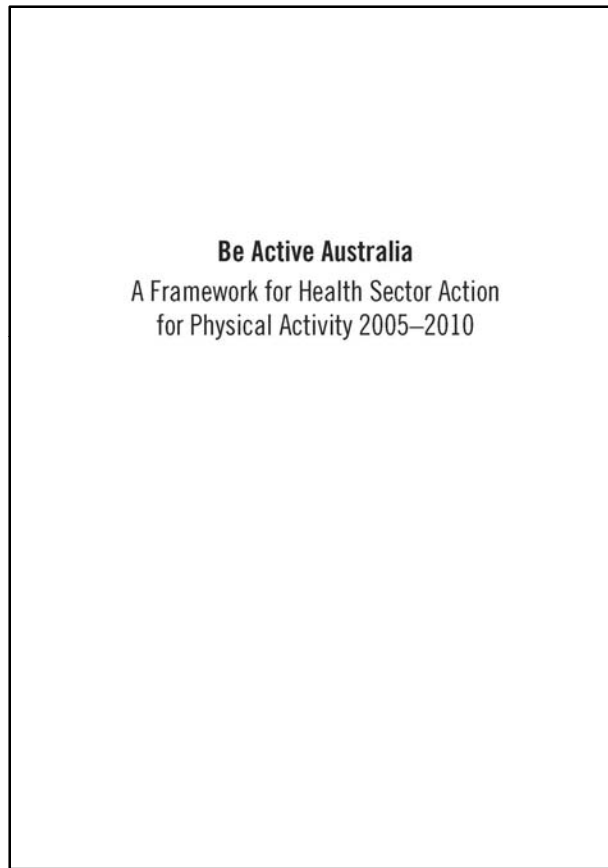
**Get Ireland Active! National Physical Activity
Plan for Ireland**

Scotland



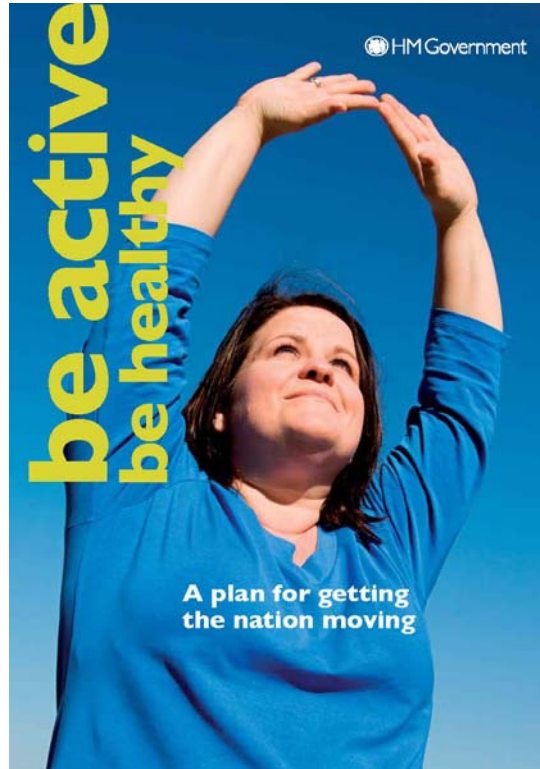
Let's make Scotland more active: a strategy for physical activity

Australia



Be Active Australia: A Framework for Health Sector Action for Physical Activity 2005-2010

United Kingdom



Be active be healthy: A plan for getting the nation moving

Norway

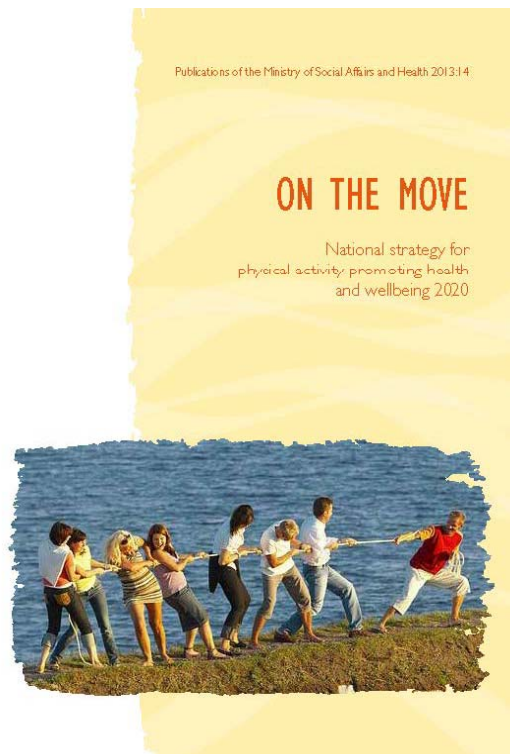
THE ACTION PLAN ON PHYSICAL ACTIVITY 2005-2009

Working together for physical activity



The Action Plan on Physical Activity 2005-2009
Working together for physical activity

Finland



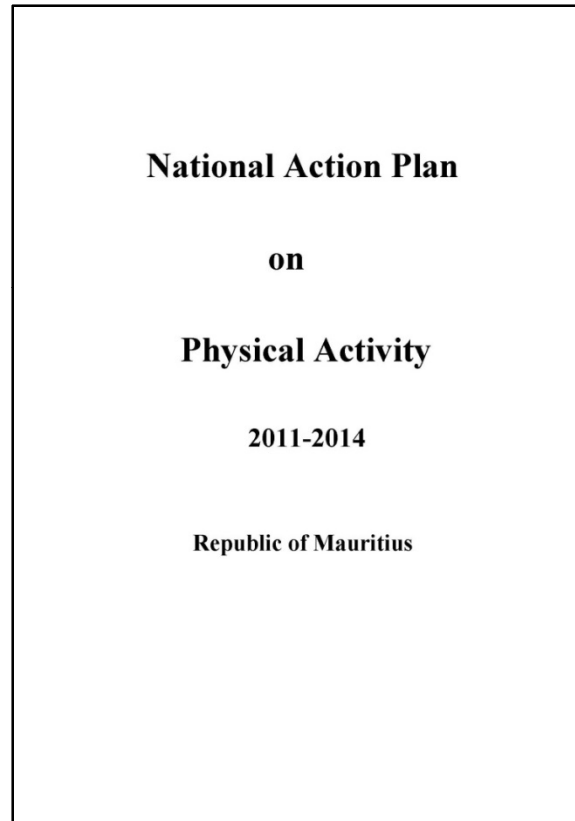
On the Move: National strategy for physical activity promoting health and wellbeing 2020

Canada



Active Canada 2020: A Physical Activity Strategy and Change Agenda for Canada

Republic of Mauritius




National Action Plan on Physical Activity 2011- 2014

Development of the U.S. National Physical Activity Plan

2007-2016



Physical Activity and Public Health

Circulation American Heart Association 
JOURNAL OF THE AMERICAN HEART ASSOCIATION *Learn and Live...*



Statement on exercise. Benefits and recommendations for physical activity programs for all Americans. A statement for health professionals by the Committee on Exercise and Cardiac Rehabilitation of the Council on Clinical Cardiology, American Heart Association
GF Fletcher, SN Blair, J Blumenthal, C Caspersen, B Chaitman, S Epstein, H Falls, ES Froelicher, VF Froelicher and IL Pina

Circulation 1992, 86:340-344
doi: 10.1161/01.CIR.86.1.340
Circulation is published by the American Heart Association, 7272 Greenville Avenue, Dallas, TX 75214
Copyright © 1992 American Heart Association. All rights reserved. Print ISSN: 0009-7322. Online ISSN: 1524-4539

Physical Activity and Health

A Report of the Surgeon General
Executive Summary

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
The President's Council on Physical Fitness and Sports

 U.S. Department of Health & Human Services www.hhs.gov

Physical Activity Guidelines for Americans 



Organizational Development

- CDC funding to initiate project (9/07)
- Formation of interim Coordinating Committee
- Identify & Recruit Organizational Partners
- Establish Coalition as Public-Private Partnership



Organizational Development

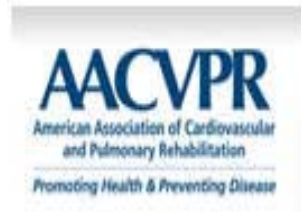
- Informal coalition of organizations transitioned to a formal non-profit organization (March, 2013)
- Mission: to maintain and expand the impact of the National Physical Activity Plan, a comprehensive strategic plan for increasing physical activity in all segments of the U.S. population.



Organizational Partners



bell institute
OF HEALTH AND NUTRITION
GENERAL MILLS



American Academy of Pediatrics

American Medical Association

2016



NATIONAL
Physical Activity Plan

Revising and Refining the Plan

- Established Sector Expert Panels

Mass Media – Jay Maddock

Public Health – Genevieve Dunton

Healthcare – Liz Joy

Transportation, Land Use, and Comm. Design – Risa Wilkerson

Business and Industry – Nico Pronk

Community Recreation, Fitness, and Parks – Andy Mowen

Faith-Based – Ken Resnicow

Education – Jim Morrow

Sport – Jim Whitehead



NATIONAL
Physical Activity Plan

Revising and Refining the Plan

- NPAP Revision Committee
- Diversity Committee
- Public Comment
- Near-Final Draft

Enhancements to the Plan

- Two new sectors
 - Faith-Based
 - Sport
- Major updates to Strategies and Tactics
- Objectives, Metrics, Action Steps

Revising and Refining the Plan

- Review and Approval by NPAPA Board of Directors
- Release – April 20, 2016



Overarching Priorities

- **FEDERAL OFFICE OF PHYSICAL ACTIVITY AND HEALTH**
- **COMPREHENSIVE SURVEILLANCE SYSTEM**
- **NATIONAL PHYSICAL ACTIVITY REPORT CARD**
- **PHYSICAL ACTIVITY POLICY DEVELOPMENT**



Overarching Priorities

- **NATIONAL PHYSICAL ACTIVITY CAMPAIGN**
- **STATE AND LOCAL PHYSICAL ACTIVITY ACTION PLANS**
- **INCREASED FUNDING FOR PHYSICAL ACTIVITY INITIATIVES**



9 Sectors

- Mass Media
- Public Health
- Education
- Healthcare
- Sport
- Business and Industry
- Faith-Based Settings
- Community Recreation, Fitness and Parks
- Transportation, Land Use and Community Design



Content of the Plan

Sector-specific Strategies & Tactics

- 50 Strategies
- 264 Tactics



Public Health Strategy 1

Public health organizations should develop and maintain a workforce with competence and expertise in physical activity and health and that has ethnic, cultural, and gender diversity.



Education Strategy 1

States and school districts should adopt policies that support implementation of the Comprehensive School Physical Activity Program model.



Healthcare Strategy 1



Healthcare systems should increase the priority of physical activity assessment, advice, and promotion.



Healthcare Strategies

Strategy 1: Healthcare systems should increase the priority of physical activity assessment, advice, and promotion.

Strategy 2: Healthcare systems and professional societies should establish the spectrum of physical inactivity to insufficient physical activity as a treatable and preventable condition with profound health and cost implications



Healthcare Strategies

Strategy 3: Healthcare systems should partner with other sectors to promote access to evidence-based physical activity-related services and to reduce health disparities

Strategy 4: Universities, post-graduate training programs, and professional societies should include basic physical activity education in the training of all healthcare professionals



Transportation, Land Use and Community Design Strategy 1

Community planners should integrate active design principles into land-use, transportation, community, and economic development planning processes.



Community Recreation, Fitness and Parks Strategy 1

Communities should develop new, and enhance existing, community recreation, fitness and park programs that provide and promote healthy physical activity opportunities for diverse users across the lifespan



Faith-Based Settings Strategy 1

Faith-based organizations should identify effective applications of their health ministries to promote physical activity.



Business and Industry Strategy 1



Businesses should provide employees opportunities and incentives to adopt and maintain a physically active lifestyle

Mass Media Strategy 1

Government health agencies, in collaboration with national non-profit health organizations, should launch a national physical activity campaign to educate individuals about effective behavioral strategies for increasing physical activity.



Sport Strategy 1

Sports organizations should collaborate to establish a national policy that emphasizes the importance of sports as a vehicle for promoting physical activity.





Key Accomplishments



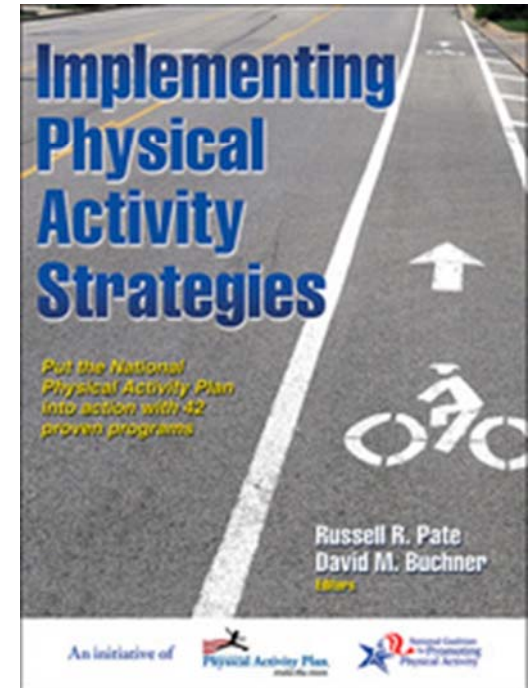
Expanding Awareness of the NPAP

- Presentations at scientific and professional meetings
- Exhibits at national conferences
- Monthly e-newsletter (n = 5800)
- E-Blasts
- Commentaries
- Champions



Expanding Awareness of the NPAP

- *Implementing Physical Activity Strategies*
 - In partnership with Human Kinetics Publishers



Standing Committees

- Communications Committee
- College and Universities Committee
 - Academic Applications
 - Campus Planning and Programming
- State Liaisons

MOUs

- U.S. Department of Health and Human Services
- National Coalition for Promoting Physical Activity

Formal Evaluation

- CDC-Funded
- Physical Activity Policy Research Network (PAPRN)
- University of North Carolina
- Publications
 - *Journal of Physical Activity and Health* – September 2014
 - *Journal of Public Health Management and Practice* – May/June 2013
 - *American Journal of Preventive Medicine* – May 2013



Evaluation

- Study of Organizational Involvement and Coalition Success
- Publications
 - *Health Education and Behavior* – published online ahead of print November 12, 2014
 - *Journal of Public Health Management and Practice* – May/June 2013

State and Local Plans

- West Virginia Physical Activity Plan
- Hawaii Physical Activity and Nutrition Plan
- Active Living Plan for a Healthier San Antonio

Dissemination Projects

- Physical Activity Guidelines
Midcourse Report, 2013
- Surgeon General's Call to Action,
2015

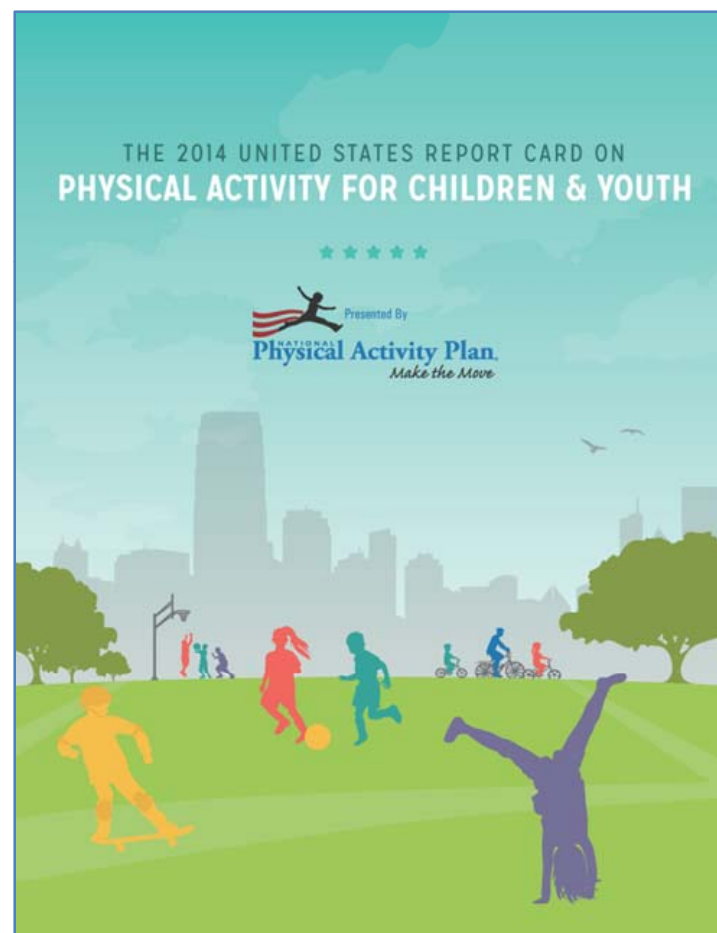


Current Activities



U.S. Physical Activity Report Card

- Released April 2014 in Congressional Briefing
- Goal: to assess levels of physical activity and sedentary behaviors in American children and youth, facilitators and barriers for physical activity, and related health outcomes



U.S. Physical Activity Report Card

GRADE	INDICATOR
D- ★★★★★	OVERALL PHYSICAL ACTIVITY
D ★★★★★	SEDENTARY BEHAVIORS
F ★★★★★	ACTIVE TRANSPORTATION
C- ★★★★★	ORGANIZED SPORT PARTICIPATION
INC ★★★★★	ACTIVE PLAY
INC ★★★★★	HEALTH-RELATED FITNESS
INC ★★★★★	FAMILY & PEERS
C- ★★★★★	SCHOOL
B- ★★★★★	COMMUNITY & THE BUILT ENVIRONMENT
INC ★★★★★	GOVERNMENT STRATEGIES & INVESTMENTS

Walking and Walkability Report Card

Working Group

Amy Eyler

WASHINGTON UNIVERSITY AT ST. LOUIS

Russ Pate

UNIVERSITY OF SOUTH CAROLINA

Mark Fenton

TUFTS UNIVERSITY

Bill Reger-Nash

WEST VIRGINIA UNIVERSITY

Myron Floyd

NORTH CAROLINA STATE UNIVERSITY

Tom Richards

AMERICAN COUNCIL ON EXERCISE

Dianne Jewell

AMERICAN PHYSICAL THERAPY ASSOCIATION

Tim Schwantes

ACTIVE LIVING BY DESIGN

Kate Kraft

AMERICA WALKS

Jackie Epping, CDC Liaison

CENTERS FOR DISEASE CONTROL AND PREVENTION

Michelle Lieberman

SAFE ROUTES TO SCHOOL PARTNERSHIP

Jennifer O'Neill, Project Management

UNIVERSITY OF SOUTH CAROLINA



Physical Activity in Argentina

- Relevant Initiatives – Ministry of Health
 - **Plan "Healthy Argentina"**: promotes healthy eating, tobacco control, active lifestyles and control of obesity and chronic diseases related to nutrition
 - **The National Plan to Combat Sedentarism**: goal of strengthening personal and community skills for the development of physical activity, developing public policy for the promotion of physical activity and strengthening the health sector's capacity.



Physical Activity in Argentina

- Relevant Initiatives – Ministry of Health
 - **The Argentinean Guidelines for Physical Activity and Health 2013:** makes recommendations for the practice of physical activity



Physical Activity in Argentina

- Relevant Initiatives – Ministry of Social Development

- **Physical Activity for Health National Program:** aimed at patients with asthma, diabetes, cardiovascular diseases, obesity, etc. Its goal is to establish effective lines of action to promote healthy lifestyles through physical activity and sports.

- **The National Plan for Sportive Infrastructure:** focuses on creating adequate and sustainable conditions in the different regions, communities and sportive institutions, aiming to promote local management of physical activity



Physical Activity in Argentina

- **Bodies Created**

- **National Sports Council – CONADE:** 17 members representing different fields and organizations, who work on the elaboration of policies to fight physical inactivity and other healthy preventive measures.
- **National Physical Activity Network and Human Development – REDAF:** created as part of the National Council for the Coordination of Social Policies to enhance, reposition and give physical activity a new meaning in Argentina, in order to regard it as a human right.



Thanks!

